



AMC NETWORKS TUNES IN STAFF TO THE BENEFITS OF DIGITAL TRANSFORMATION

The cable television operator has expanded DocuSign's primary use case to increase cost-effectiveness and reduce contract turnaround time, encouraging a wider adoption of digital processes across the company.

CHALLENGE

Following the incorporation of a set of companies, the objective for Andrew Fox, Business Analyst at AMC Networks, was to "facilitate digital transformation in an organisation that is quite far behind in terms of the technology it utilises." AMC Networks had deployed a suite of tactical SaaS systems for different areas of the business. These varied across HR, legal, finance, communications, marketing, and sales, in which the company wished to gain further value by increasing adoption and benefiting from economies of scale.

With operations globally, the use of paper contracts was proving to be a particular challenge. "We're an international business and we handle many inter-country and multi-country contracts," says Fox, "It was a painful process for people to get agreements approved, particularly if a party was travelling or based in a different country."

Fox describes the preceding paper processes as being "pretty unclear, frankly. Agreements were previously executed on paper and each business unit had different processes and ways of obtaining approval." This meant delays were incurred—often weeks at a time—and required manual input that hindered productivity.

Another hurdle in the way of digital progress was the company mindset. Change and innovation was met with scepticism by some internally, with concerns of job roles changing and processes being slowed or complicated with the introduction of technology, rather than being improved, says Fox, "Few people like change and some people see technology as a threat."



PRODUCT FEATURE USED

- Mobile app
- Recipient permissions
- Reminders and notifications
- Email-based authentication

RESULTS

> DAYS

Faster contract turnaround time



MINDSET

Positive change in attitude towards tech



EFFICIENCY

Staff resources are spent on core tasks



SOLUTION

AMC Networks implemented DocuSign within two areas of the business, with the primary use case an integration with its contract management system. “We’re always trying to use industry-standard and industry-leading technologies,” says Fox, “DocuSign stood out in that regard and was also the preferred integration tool with what was Novatus at the time.”

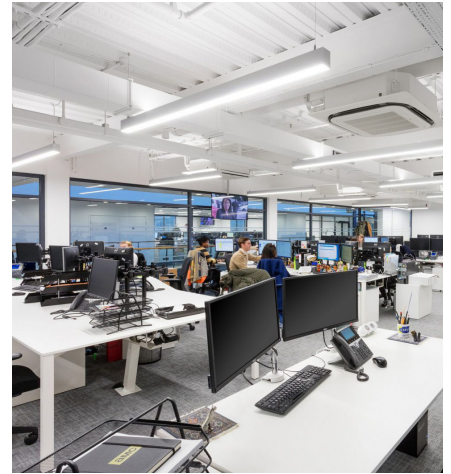
DocuSign is also being used as a standalone solution within areas such as HR and procurement to send and sign documents like statements of work, HR agreements, and third-party policies. A rich feature set, including Bulk Send, is being utilised when obtaining signatures en masse, in addition to the workflow capabilities. “Having the option to decide who signs, acknowledge receipts or receives a copy reduces the historical duplication of effort, keeping people informed when agreements have been completed,” says Fox.

RESULTS

First and foremost, DocuSign has significantly reduced AMC Networks’ contract turnaround time. “The goal of implementing DocuSign was to remove delays—which often amounted to days or weeks—by reducing waiting times, admin and paperwork. Now, with e-signatures, documents can be signed within a day,” says Fox.

Having provided training to those sending documents, Fox was able to demonstrate the e-signature solution as a user-friendly example of how to remove paper and transform archaic ways of working, pioneering a positive attitude internally in the process. “We identified the users that might be resistant to change and involved them in the DocuSign demo. We’d send a document to their work smart phone and have them sign it, so they could see how straightforward it is,” says Fox, “Demonstrating how the solution makes their daily life easier has been beneficial to its adoption. By sitting down with user groups and showing them how this tool can help them, it reduces the concerns of it changing their job or slowing the business down.”

As a result, DocuSign has become an integral part of AMC Networks’ digital portfolio, says Fox, “DocuSign is one of our flagship tools that demonstrates how much better business works when strong systems and processes are utilised. It’s a showcase for digital transformation.”



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BUSINESS ANALYST, AMC NETWORKS

ABOUT DOCUSIGN

DocuSign® is changing how business gets done by empowering more than 370,000 companies and hundreds of millions of users across 180 countries to send, sign and manage agreements and collect payment fully digitally.

CONTACT

EMEA +44 203 714 4800 | docusign.co.uk

U.S. +1 866 219 4318 | docusign.com

APAC +1 800 255 982 | docusign.com.au